

ISMaudience



ISMaudience is designed to help you understand who is engaging with your place-based media. Using vision analytics technology, ISMaudience quickly and accurately recognizes demographic identifiers such as age and gender, and delivers it directly to your data warehouse as a physical world data set.

THE CHALLENGE OF AUDIENCE MEASUREMENT

Accurate demographic data is not typically available, and certainly not provided in any digital out-of-home systems. Brands messages or other content play with little relevance to the audience that are in the vicinity. Some of the demographics data that is available is often flawed (e.g. double counting people, etc.) **Without understanding who's viewing your media, you are missing the opportunity to deliver the ideal customer message.**

BENEFITS OF ISMaudience



ISMaudience can provide the total number of people in the vicinity. Size of the audience/fans/shoppers in the vicinity is an important metric for most brands, teams & venues.



ISMaudience can give the split between male and female audience. Many brands and venues care deeply about the gender split of the audience.



ISMaudience also provides approximate age bands of the audience, e.g. children, 20-30 year olds, 30-40 year olds, etc. Understanding the demographic composition of who sees and spends time engaging, you can deliver a more tailored message.



ISMaudience data is available as a backward-looking report or a real-time audience report (using ISMinsights).

USE CASES



Audience count in the vicinity of the sensor at sporting events.



Number of shoppers and their engagements to various messaging in retail environments.



Age-appropriate messages in various situations like university campuses, work-shop-play destinations, etc.



Contextual real-time messages relative to viewers.